| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|---|---|---|---|
| 09/841,266 | 04/24/2001 | Jeff Reynar | 60001.0050US01 | 6006 |

27488     7590     06/28/2007

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| EXAMINER |
|---|
| NGUYEN, CHAU T |

| ART UNIT | PAPER NUMBER |
|---|---|
| 2176 | |

| MAIL DATE | DELIVERY MODE |
|---|---|
| 06/28/2007 | PAPER |

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

| | Application No. | Applicant(s) |
|---|---|---|
| **Office Action Summary** | 09/841,266 | REYNAR, JEFF |
| | Examiner | Art Unit | |
| | Chau Nguyen | 2176 | |

*-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --*

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

1)☒ Responsive to communication(s) filed on <u>09 April 2007</u>.

2a)☐ This action is **FINAL**.     2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

4)☒ Claim(s) *1,2,4-16,18,19,21,23-25,28,30 and 31* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1,2,4-16,18,19,21,23-25,28,30 and 31* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

**Application Papers**

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All  b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date 04/09/07; 03/08/07; 02/15/07; 02/09/07; 12/18/06; 11/17/06; 11/13/06; 10/03/26;

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application

6)☐ Other: _____.

## DETAILED ACTION

1.     A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection.  Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114.  Applicant's submission filed on 04/09/2007 has been entered.  Claims 1, 2, 4-16, 18, 19, 21, 23-25, 28, 30, and 31 are pending in the case.  Claims 1, 12, 14, 16, 19, 23, 26, 27, and 28 are independent claims.

### *Claim Rejections - 35 USC § 112*

2.     The following is a quotation of the first paragraph of 35 U.S.C. 112:

> The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

3.     Claims 12-15 and 28-30 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement.  The claims 12, 14 and 28 contain subject matter "determine whether each of the plurality of recognizer program modules are used on the product string in the electronic document in a subsequent instance" which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention.

## Claim Rejections - 35 USC § 103

4.      The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5.      **Claims 1, 2, 4-6, 16, 18, 23-25, and 28, 30, and 31 are rejected under 35

U.S.C. 103(a) as being unpatentable over Pandit, US 5,859,636 patented 1/12/1999

in view of Perkowski, US 6,625,581 B1 filed 11/22/1999, and further in view of

Gupta et al. (Gupta), US Patent Application Publication No. US 2001/0042098.**

**Regarding independent claim 1**, Pandit teaches automatically receiving, in a

plurality of recognizer plug-ins, a string of text of an electronic document after the entire

string of text has been entered in the electronic document in the abstract, fig. 1-4, and

col. 2 lines 3-32. The libraries of Pandit are the claimed plug-ins. Pandit teaches in

each of the plurality of recognizer plug-ins, annotating the string of text to determine a

label when the string includes any of a plurality of predetermined strings in the abstract,

fig. 1-2, and col. 2 line 3 – col. 3 line 35. Pandit teaches associating each label with the

string of text in the abstract, fig. 1-2, and col. 2 – line 3 col. 3 line 35. Pandit teaches

providing a list of actions that may be appropriately performed for the label associated

with the string of text, wherein the list of actions is provided dynamically generated for

each type label and provided in response to a user selecting a dropdown menu

associated with each label in the abstract, fig. 1-2, and col. 2 – line 3 col. 3 line 35 (i.e.,

text string date 11 in fig. 1a has been accented and recognized, and the pulled-down menu can identify operation and/or programs relevant to dates such as the calendar program and appointment programs shown as well as a To-Do list program, an anniversary database, a scheduling program etc...). Pandit also teaches these programs used for recognizing text are modular libraries which can be Dynamically Linked Libraries, and each library holds sets of subroutines which are concerned with the class or type of text data recognized by the library (col. 3, line 36 – col. 4, line 55).

Pandit does not teach that the list of actions associated with the string of text are related to purchasing a product associated with the string of text. Perkowski does teach providing a set of information actions related to a product identified by a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. Perkowski teaches an applet providing a set actions related to an identified product to enable a user to purchase a related product in the abstract and col. 7 lines 12-17.

It would have been obvious and desirable to have used the electronic commerce information delivery method of Perkowski to have enhanced Pandit so that the list of actionable items presented to the user would have been product information or transaction actions related to a recognized product text string. This would have been an obvious extension of Pandit which is directed to providing appropriate actions for a word or string of recognized significant semantic meaning. The obvious combination of Pandit and Perkowski would have allowed for product related actions and information requests over the internet when a product text string is semantically recognized to reduce the time the user spends on gathering the information or implementing the

action, wherein saving the user time is the goal and purpose of Pandit. Pandit teaches in col. 2 lines 25-32 that there is not limit on the type of text which can be recognized by the invention.

Gupta teaches an annotation entry includes a plurality of fields, each of fields is a collection of data which define a particular characteristic of annotation entry, and there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta also teaches email field 266 allows the user to input the email address of a recipient of the annotation, the email address indicated in field 266 are provided to annotation back end (ABE) 132 of annotation server, which in turn generates an email message including the newly created annotation and sends the email message to the recipient indicated in field 266 (pages 6-7, paragraph [0084]). In addition, Gupta teaches all of the annotation data content and meta information can be stored together in a single store (page 4, paragraph [0055]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Gupta, Pandit and Perkowski to include associating each type label with the string of text wherein the type labels are stored along with the electronic document. Gupta provides a method and system for the creation and notification of new annotations via electronic mail for the purpose of creating a user-friendly environment.

6.      **Regarding dependent claim 2,** Pandit teaches a recognizer for identifying a plurality of predetermined strings and presenting one or more actions when a predetermined string is identified in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line

35. Pandit does not teach that the predetermined strings comprise a plurality of product names. Perkowski does teach a plurality of product identifiers that, when recognize, present a series of product related information to a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63.

It would have been obvious and desirable to have used the electronic commerce information delivery method of Perkowski to have enhanced Pandit so that the list of actionable items presented to the user would have been product information or transaction actions related to a recognized product text string. This would have been an obvious extension of Pandit which is directed to providing appropriate actions for a word or string of recognized significant semantic meaning. The obvious combination of Pandit and Perkowski would have allowed for product related actions and information requests over the internet when a product text string is semantically recognized to reduce the time the user spends on gathering the information or implementing the action, wherein saving the user time is the goal and purpose of Pandit. Pandit teaches in col. 2 lines 25-32 that there is not limit on the type of text which can be recognized by the invention.

7.      **Regarding dependent claim 4**, Pandit teaches receiving an input indicating that one of the list of actions has been selected in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit teaches in response, connecting a web browser associated with the electronic system to a web site associated with the selected action in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35.

8.      **Regarding dependent claims 5**, Pandit teaches wherein an identifier of the user

of the system is stored in association with each label and transmitting to the web site

the identifier of the user of the system in the abstract, fig. 1-4, and col. 2 – line 3 col. 3

line 35.

9.      **Regarding dependent claims 6**, Pandit teaches wherein an identifier of the user

of the system is stored in association with the actions and transmitting to the web site

the identifier of the user of the system in the abstract, fig. 1-4, and col. 2 – line 3 col. 3

line 35.

10.     **Regarding independent claim 16**, Pandit teaches identifying a plurality of items

in an electronic document, wherein the step of identifying the plurality of items in an

electronic document is performed by a plurality of recognizer modules on a user's

computer, wherein each of the plurality of the recognizer modules receives the plurality

of items, annotates the plurality of items to determine a label, and associates each label

with the plurality of items, wherein the plurality of items are identified as matching at

least one term in a database in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35.

Pandit teaches wherein the plurality of items are already entered in the electronic

document prior to being identified in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line

35.  Pandit also teaches wherein the action is associated with a dynamically generated

list of actions in the abstract, fig. 1-2, and col. 2 – line 3 col. 3 line 35 (i.e., text string

date 11 in fig. 1a has been accented and recognized, and the pulled-down menu can

identify operation and/or programs relevant to dates such as the calendar program and

appointment programs shown as well as a To-Do list program, an anniversary

database, a scheduling program etc...). Pandit teaches connecting to a website associated with an action associated with an label annotation in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit does not teach that the database is a product database. Pandit does not teach that the selectable action is to buy all of the identified plurality of items. Pandit does not teach sending a list of the identified plurality of items to a website associated with the e-commerce retailer. Pandit does not teach sending an indication to buy all of the identified plurality of items to a website associated with the e-commerce retailer.

Perkowski teaches a product database and a list of associated websites for each product in fig. 4 and col. 4 line 36 – col. 12 line 63. The URL list directs a web browser to the associated web site located at the reference URL. In transmitting the web site to the user, the web site identifies itself to the user. Perkowski teaches an applet enabling a user to purchase products from an electronic-commerce enabled product catalog in the abstract and col. 7 lines 12-17. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined Perkowski into Pandit to have created the claimed invention. It would have been obvious and desirable to have used the associated product information and electronic product purchasing teachings of Perkowski to have improved Pandit so that the user would have been able to more efficiently procure desired products from the website retailer. Pandit teaches in col. 2 lines 25-32 that there is not limit on the type of text which can be recognized by the invention.

Gupta teaches an annotation entry includes a plurality of fields, each of fields is a collection of data which define a particular characteristic of annotation entry, and there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta also teaches email field 266 allows the user to input the email address of a recipient of the annotation, the email address indicated in field 266 are provided to annotation back end (ABE) 132 of annotation server, which in turn generates an email message including the newly created annotation and sends the email message to the recipient indicated in field 266 (pages 6-7, paragraph [0084]). In addition, Gupta teaches all of the annotation data content and meta information can be stored together in a single store (page 4, paragraph [0055]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Gupta, Pandit and Perkowski to include associating each type label with the string of text wherein the type labels are stored along with the electronic document. Gupta provides a method and system for the creation and notification of new annotations via electronic mail for the purpose of creating a user-friendly environment.

11.     **Regarding dependent claim 18,** Pandit teaches wherein the database is stored on the user's computer in fig. 3 and col. 3 line 36 – col. 4 line 31. Pandit does not teach that the product database comprises a list of product titles and product names found on the website associated with the e-commerce retailer. Perkowski teaches a product database using individual identification numbers to identify each of the products found on the website associated with the e-commerce retailer in fig. 4 and col. 4 line 36 – col.

12 line 63. It would have been obvious to have combined Perkowski into Pandit to have created the claimed invention. It would have been obvious and desirable to have maintained a unique identification in the database for each of the available products so that the appropriate website would have been presented to the user when the product was identified by the recognizer module. Pandit teaches in col. 2 lines 25-32 that there is not limit on the type of text which can be recognized by the invention.

12.     **Regarding independent claim 23**, Pandit teaches automatically receiving, in a plurality of recognizer plug-ins, a string of text of an electronic document in the abstract, fig. 1-4, and col. 2 lines 3-32. The libraries of Pandit are the claimed plug-ins. Pandit teaches in each of the plurality of recognizer plug-ins, annotating the string of text to determine a label when the string includes any of a plurality of predetermined strings in the abstract, fig. 1-2, and col. 2 line 3 – col. 3 line 35. Pandit teaches associating each label with the string of text in the abstract, fig. 1-2, and col. 2 – line 3 col. 3 line 35. Pandit teaches providing a list of actions that may be appropriately performed for the label associated with the string of text in the abstract, fig. 1-2, and col. 2 – line 3 col. 3 line 35. Pandit does not teach that the list of actions associated with the string of text are associated with shopping. Perkowski does teach providing a set of information actions related to a product identified by a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. Perkowski teaches an applet providing a set actions related to an identified product to enable a user to purchase a related product in the abstract and col. 7 lines 12-17.

It would have been obvious and desirable to have used the electronic commerce information delivery method of Perkowski to have enhanced Pandit so that the list of actionable items presented to the user would have associated with shopping actions related to a recognized text string. This would have been an obvious extension of Pandit which is directed to providing appropriate actions for a word or string of recognized significant semantic meaning. The obvious combination of Pandit and Perkowski would have allowed for shopping related actions and information requests over the internet when a shopping related text string is semantically recognized to reduce the time the user spends on gathering the information or implementing the action, wherein saving the user time is the goal and purpose of Pandit. Pandit teaches in col. 2 lines 25-32 that there is not limit on the type of text which can be recognized by the invention.

Gupta teaches an annotation entry includes a plurality of fields, each of fields is a collection of data which define a particular characteristic of annotation entry, and there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta also teaches email field 266 allows the user to input the email address of a recipient of the annotation, the email address indicated in field 266 are provided to annotation back end (ABE) 132 of annotation server, which in turn generates an email message including the newly created annotation and sends the email message to the recipient indicated in field 266 (pages 6-7, paragraph [0084]). In addition, Gupta teaches all of the annotation data content and meta information can be stored together in a single store (page 4,

paragraph [0055]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Gupta, Pandit and Perkowski to include associating each type label with the string of text wherein the type labels are stored along with the electronic document. Gupta provides a method and system for the creation and notification of new annotations via electronic mail for the purpose of creating a user-friendly environment.

13.    **Regarding dependent claim 24**, Pandit does not teach wherein the plurality of strings associated with shopping comprises variants of the strings "buy" and "sell". Perkowski teaches providing a set of information actions related to a product identified by a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. Perkowski teaches a list of product associated websites in fig. 4 and col. 4 line 36 – col. 12 line 63. The URL list directs a web browser to the associated web site located at the reference URL. Perkowski teaches enabling purchasing of products from an electronic-commerce enabled product catalog in the abstract and col. 7 lines 12-17. This electronic-commerce enabled product catalog would include "buy" and "sell" actions.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined Perkowski into Pandit to have created the claimed invention. It would have been obvious and desirable to have used the electronic commerce information delivery method of Perkowski to have enhanced Pandit so that the list of actionable items presented to the user would have been options to buy or sell the product identified by the text string. This would have been an obvious extension of Pandit which is directed to providing appropriate actions for a word or

string of recognized significant semantic meaning.  The obvious combination of Pandit

and Perkowski would have allowed for product related actions and information requests

over the internet when a product text string was recognized to reduce the time the user

spends on buying or selling the related product.  Pandit teaches in col. 2 lines 25-32

that there is not limit on the type of text which can be recognized by the invention.

14.     **Regarding dependent claim 25**, Pandit does not specifically teach recognizing

commerce-related strings, however Pandit teaches in col. 2 lines 25-32 that there is not

limit on the type of text which can be recognized by the invention.  Perkowski teaches

providing a set of information actions related to a product identified by a user in fig. 4,

fig. 6, col. 4 line 36 – col. 12 line 63.  Perkowski teaches a list of product associated

websites in fig. 4 and col. 4 line 36 – col. 1-2 line 63.  The URL list directs a web

browser to the associated web site located at the reference URL.  Perkowski teaches

enabling purchasing of products from an electronic-commerce enabled product catalog

in the abstract and col. 7 lines 12-17.  This electronic-commerce enabled product

catalog would include commerce-related actions.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to have combined Perkowski into Pandit to have created the

claimed invention.  It would have been obvious and desirable to have used the

electronic commerce information delivery method of Perkowski to have enhanced

Pandit so that the list of actionable items presented to the user would have been

commerce-related string options pertaining to the product identified by the text string.

This would have been an obvious extension of Pandit which is directed to providing

appropriate actions for a word or string of recognized significant semantic meaning. The obvious combination of Pandit and Perkowski would have allowed for product related actions and information requests over the internet when a product text string was recognized to reduce the time the user spends on commerce actions related to the product.

15.     **Regarding independent claim 28**, Pandit teaches in each of a plurality of recognizer program modules, determining whether a string in an electronic document matches at least one string in a recognizer database in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit teaches if it matches, labeling the string with a semantic category, wherein the semantic category comprises a type label in the abstract, fig. 1-2, and col. 2 – line 3 col. 3 line 35. Pandit does not teach wherein the string is a product strong or wherein the semantic category comprises a globally unique product identifier, wherein the globally unique product identifier uniquely identifies the recognition event of the product string

Perkowski teaches providing a set of information actions related to a product identified by a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. Perkowski teaches a list of product associated websites in fig. 4 and col. 4 line 36 – col. 12 line 63. The URL list directs a web browser to the associated web site located at the reference URL. Perkowski teaches pairing an electronic-commerce product with a globally unique product identifier in the abstract.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined Perkowski into Pandit to have created the

claimed invention. It would have been obvious and desirable to have used the electronic commerce information delivery method of Perkowski to have enhanced Pandit so that the semantic category associated with the recognized strings presented to the user would have included both a type label and a globally unique product identifier. This would have been an obvious extension of Pandit which is directed to providing appropriate actions for a word or string of recognized significant semantic meaning. The obvious combination of Pandit and Perkowski would have allowed the user to have obtained an exact unique identifier for the identified product string.

Gupta teaches an annotation entry includes a plurality of fields, each of fields is a collection of data which define a particular characteristic of annotation entry, and there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta also teaches email field 266 allows the user to input the email address of a recipient of the annotation, the email address indicated in field 266 are provided to annotation back end (ABE) 132 of annotation server, which in turn generates an email message including the newly created annotation and sends the email message to the recipient indicated in field 266 (pages 6-7, paragraph [0084]). In addition, Gupta teaches all of the annotation data content and meta information can be stored together in a single store (page 4, paragraph [0055]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Gupta, Pandit and Perkowski to include associating each type label with the string of text wherein the type labels are stored along with the electronic document. Gupta provides a method and system for

the creation and notification of new annotations via electronic mail for the purpose of creating a user-friendly environment.

16.     **Regarding dependent claims 30 and 31**, Pandit teaches in each of a plurality of recognizer program modules, determining whether a string in an electronic document matches at least one string in a recognizer database in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35.  Pandit teaches displaying a number of actions in association with the semantic category in the abstract, fig. 1-2, and col. 2 – line 3 col. 3 line 35.  Pandit does not teach sending the globally unique product identifier to a website of a retailer or tracking the globally unique product identifier to determine the number times it has been used.

Perkowski teaches providing a set of information actions related to a product identified by a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63.  Perkowski teaches a list of product associated websites in fig. 4 and col. 4 line 36 – col. 12 line 63.  The URL list directs a web browser to the associated web site located at the reference URL. Perkowski teaches pairing an electronic-commerce product with a globally unique product identifier in the abstract.  This identifier is used to identify to associated web sites what product the user is interested in.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined Perkowski into Pandit to have created the claimed invention.  It would have been obvious and desirable to have used the electronic commerce information delivery method of Perkowski utilizing a globally unique product identification to have enhanced Pandit so that the semantic category

associated with the recognized strings presented to the user would have displayed to the user a number of actions pertaining to a uniquely identified product. It would have been obvious and desirable to have used the commerce information transaction method of Perkowski to have uniquely transmitted information regarding the product from the website to the user. This would have been an obvious extension of Pandit which is directed to providing appropriate actions for a word or string of recognized significant semantic meaning. It would have been obvious to have counted at the web site the number of times the globally unique product identifier was used so that the retailer would have known what products are popular and require the largest stock in inventory. The obvious combination of Pandit and Perkowski would have allowed the user to have obtained unique commerce information for the uniquely identified product string.

17. **Claims 7-15, 19 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pandit, US 5,859,636 patented 1/12/1999 in view of Perkowski, US 6,625,581 B1 filed 11/22/1999 and Jovicic et al. (hereinafter "Jovicic"), US 5,855,007, and further in view of Gupta et al. (Gupta), US Patent Application Publication No. US 2001/0042098.**

18. **Regarding dependent claim 7**, Pandit teaches receiving an input indicating that one of the list of actions has been selected in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit teaches in response to the selection implementing the selected action in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit does not teach in response to identifying the user providing a discount offer to the user. Perkowski teaches a list of product associated websites in fig. 4 and col. 4 line 36 – col. 12 line 63.

The URL list directs a web browser to the associated web site located at the reference URL. In transmitting the web site to the user, the web site identifies itself to the user. Jovicic teaches transmitting to a web site an identifier of a user so that the web site may generate and transmit customized information to the user in fig. 4 and col. 7 line 56 – col. 8 line 17.

Jovicic teaches providing a discount offer to a user in response to identifying the user in fig. 4 and col. 7 line 56 – col. 8 line 17. Jovicic teaches in col. 1 lines 12-20 that the use of coupons attracts consumers to a merchant's store. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have presented a discount offer to the user in response to the identified user visiting the web site. The offer would have increased the chance that the user visited the web site and would have thus increased web site hits. The increase in traffic would have led to greater revenues for the web site. It would have been obvious and desirable to have combined Perkowski and Jovicic into Pandit to have presented the user with discount offers after selecting the appropriate action to increase traffic to the web site.

19.     **Regarding dependent claims 8-11**, Pandit teaches receiving an input indicating that one of the list of actions has been selected in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit teaches in response to the selection implementing the selected action in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit does not teach in response to identifying the user providing a discount offer to the user. Perkowski teaches a list of product associated websites in fig. 4 and col. 4 line 36 – col. 12 line 63. The URL list directs a web browser to the associated web site located at the reference

URL. In transmitting the web site to the user, the web site identifies itself to the user. Jovicic teaches transmitting to a web site an identifier of a user so that the web site may generate and transmit customized information to the user in fig. 4 and col. 7 line 56 – col. 8 line 17.

Jovicic teaches providing a coupon to an identified user in fig. 4 and col. 7 line 56 – col. 8 line 17. Jovicic teaches that the coupon comprises an identification, discount value, and a begin and end date in fig. 3 and col. 6 line 49 – col. 7 line 40. Jovicic teaches in col. 1 lines 12-20 that the use of coupons attracts consumers to a merchant's store. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have presented a coupon discount offer to the user in response to the identified user visiting the web site. The offer would have increased the chance that the user visited the web site and would have thus increased web site hits. The increase in traffic would have led to greater revenues for the web site. It would have been obvious and desirable to have combined Perkowski and Jovicic into Pandit to have presented the user with discount offers after selecting the appropriate action to increase traffic to the web site.

20.     **Regarding independent claim 12**, Pandit teaches using each of a plurality of recognizer modules to determine a number of strings in a database that match at least one string in an electronic document in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit teaches labeling the matched strings in the electronic document associated with each of the plurality of recognizer modules and providing a plurality of actions in association with each recognized string in the abstract, fig. 1-4, and col. 2 –

line 3 col. 3 line 35. Pandit also teaches determining whether the at least one string in the electronic document has been edited after using each of the plurality of recognizer modules to determine whether each of the plurality of recognizer modules are used on the number of strings in a subsequent instance (col. 3, lines 11-49: the invention is capable of recognizing accented words or strings of text, and in the event of accented text is not recognized, i.e., the text is not of the specific type or class recognizable by any of the libraries provided, a menu bar having a list of one or more menu names of default operations can be made to appear such as spell-checkers, grammar-checkers, a thesaurus, a dictionary and user can edit the text using the default operations in order the text becomes recognizable.)

Pandit does not teach determining whether the number of recognized strings exceeds a predetermined minimum and if so, providing a coupon as one of the plurality of actions. Perkowski does teach providing a set of information actions related to a product identified by a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. Jovicic teaches providing a coupon discount offer to a user in response to identifying the user in fig. 4 and col. 7 line 56 – col. 8 line 17. Jovicic teaches in col. 1 lines 12-20 that the use of coupons attracts consumers to a merchant's store.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined Perkowski and Jovicic into Pandit to have created the claimed invention. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have presented a coupon discount offer to the user if the user was selecting a predetermined minimum number of product strings so

that the user may be rewarded by the merchant for giving a high volume of business to the merchant. The offer would have increased the chance that the user would have selected that merchant's products again in the future.

Gupta teaches an annotation entry includes a plurality of fields, each of fields is a collection of data which define a particular characteristic of annotation entry, and there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta also teaches email field 266 allows the user to input the email address of a recipient of the annotation, the email address indicated in field 266 are provided to annotation back end (ABE) 132 of annotation server, which in turn generates an email message including the newly created annotation and sends the email message to the recipient indicated in field 266 (pages 6-7, paragraph [0084]). In addition, Gupta teaches all of the annotation data content and meta information can be stored together in a single store (page 4, paragraph [0055]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Gupta, Pandit and Perkowski to include associating each type label with the string of text wherein the type labels are stored along with the electronic document. Gupta provides a method and system for the creation and notification of new annotations via electronic mail for the purpose of creating a user-friendly environment.

21.     **Regarding dependent claim 13**, Pandit does not teach that the strings in the database comprise names of consumer products. Perkowski does teach storing identifications of consumer products in a database to point to related informational items

in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. It would have been obvious to one of

ordinary skill in the art at the time the invention was made to have combined Perkowski

and Jovicic into Pandit to have created the claimed invention. The combination would

have enabled the user to more easily access information related to identified consumer

products.

22.      **Regarding independent claim 14**, Pandit teaches using each of a plurality of

recognizer modules to determine in an electronic document strings that match at least

one string in a database in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit

teaches applying a semantic category associated with each of the plurality of recognizer

modules to each of the matches strings in the electronic document, wherein the

semantic category comprises a type label identifying the type of the matches string in

the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit also teaches determining

whether the at least one string in the electronic document has been edited after using

each of the plurality of recognizer modules to determine whether each of the plurality of

recognizer modules are used on the number of strings in a subsequent instance (col. 3,

lines 11-49: the invention is capable of recognizing accented words or strings of text,

and in the event of accented text is not recognized, i.e., the text is not of the specific

type or class recognizable by any of the libraries provided, a menu bar having a list of

one or more menu names of default operations can be made to appear such as spell-

checkers, grammar-checkers, a thesaurus, a dictionary and user can edit the text using

the default operations in order the text becomes recognizable.)

Pandit does not teach an affiliate number identification, wherein the affiliate number identification is associated with the user of the electronic document. Perkowski does teach storing identifications of consumer products in a database to point to related informational items in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. Jovicic teaches rewarding an identified visiting user with a discount offer in fig. 4 and col. 7 line 56 – col. 8 line 17. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined Perkowski and Jovicic into Pandit to have created the claimed invention. It would have been obvious and desirable to have rewarded the identified user for referring business to a web site so that the user would be encouraged to referred business to the web site again in the future.

Gupta teaches an annotation entry includes a plurality of fields, each of fields is a collection of data which define a particular characteristic of annotation entry, and there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta also teaches email field 266 allows the user to input the email address of a recipient of the annotation, the email address indicated in field 266 are provided to annotation back end (ABE) 132 of annotation server, which in turn generates an email message including the newly created annotation and sends the email message to the recipient indicated in field 266 (pages 6-7, paragraph [0084]). In addition, Gupta teaches all of the annotation data content and meta information can be stored together in a single store (page 4, paragraph [0055]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Gupta, Pandit and Perkowski

to include associating each type label with the string of text wherein the type labels are stored along with the electronic document. Gupta provides a method and system for the creation and notification of new annotations via electronic mail for the purpose of creating a user-friendly environment.

23.    **Regarding dependent claim 15**, Pandit teaches determining that an action associated with the semantic category has been selected in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit does not teach sending the affiliate number identification to the website. Jovicic teaches sending a user identification number to a website so that the website may provide the user with a discount offer. It would have been obvious and desirable to have combined Perkowski and Jovicic into Pandit to have created the claimed invention. It would have been obvious and desirable to have identified the user to the website so that the website could have produced and presented the user with the appropriate reward discount.

24.    **Regarding independent claim 19**, Pandit teaches cross-referencing a text string name with a type label database to determine whether the name matches at least one entry in the type label database, wherein the step of cross-referencing the text string name with a type label database to determine whether the product name matches at least one entry in the type label database is performed by a plurality of recognizer modules on the computer in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit teaches labeling the name with a type label associated with each of the plurality of recognizers if it matches, cross-referencing the type label with a plurality of actions to determine which actions match the type label, and listing the matching actions in

association with the name to provide a user of the computer with a number of different actions in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35. Pandit does not teach that the string name is a product name. Pandit teaches the list is dynamically generated by examining a registry to determine installed actions in the abstract, col. 3, line 36 – col. 4, line 55: one or more libraries of subroutines are implemented, the libraries can be Dynamically Linked Libraries and each library recognizes and performs operations on different tasks.

Pandit does not teach that the name is transmitted to the user from the retailer by email.

Perkowski teaches providing a set of information actions related to a product identified by a user in fig. 4, fig. 6, col. 4 line 36 – col. 12 line 63. Jovicic teaches providing a product to a user via email in fig. 4, col. 7 line 56 – col. 8 line 17, and particularly in col. 7 lines 41-45. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined Perkowski and Jovicic into Pandit to have created the claimed invention. It would have been obvious and desirable to have presented the products to the users via email because it would have been a cost effective way to advertise products to the user.

Gupta teaches an annotation entry includes a plurality of fields, each of fields is a collection of data which define a particular characteristic of annotation entry, and there are different types of annotations such as text annotation, audio annotation, or URL annotation (page 4, paragraph [0057] and page 7, paragraph [0088]). Gupta also teaches email field 266 allows the user to input the email address of a recipient of the

annotation, the email address indicated in field 266 are provided to annotation back end

(ABE) 132 of annotation server, which in turn generates an email message including the

newly created annotation and sends the email message to the recipient indicated in field

266 (pages 6-7, paragraph [0084]). In addition, Gupta teaches all of the annotation data

content and meta information can be stored together in a single store (page 4,

paragraph [0055]). It would have been obvious to one of ordinary skill in the art at the

time the invention was made to combine the teachings of Gupta, Pandit and Perkowski

to include associating each type label with the string of text wherein the type labels are

stored along with the electronic document. Gupta provides a method and system for

the creation and notification of new annotations via electronic mail for the purpose of

creating a user-friendly environment.

25.     **Regarding dependent claim 21**, Pandit teaches wherein cross-referencing each

type label with a plurality of actions to determine which actions match each type label

and listing the matching actions in association with the name to provide a user of the

computer with a number of different actions are performed by an action module on the

computer in the abstract, fig. 1-4, and col. 2 – line 3 col. 3 line 35.


### *Response to Arguments*

In the remarks, Applicant argued in substance that

A) The prior art does not teach or suggest providing a list of actions that may be

performed to purchase a product associated with the string of text, wherein the list of

actions is dynamically generated for each type label and provided in response to a user

selecting a dropdown menu associated with each type label (see page 11 of remarks).

In reply to argument A, Pandit teaches providing a list of actions that may be

appropriately performed for the label associated with the string of text, wherein the list of

actions is provided dynamically generated for each type label and provided in response

to a user selecting a dropdown menu associated with each label in the abstract, fig. 1-2,

and col. 2 – line 3 col. 3 line 35 (i.e., text string date 11 in fig. 1a has been accented and

recognized, and the pulled-down menu can identify operation and/or programs relevant

to dates such as the calendar program and appointment programs shown as well as a

To-Do list program, an anniversary database, a scheduling program etc...). Pandit also

teaches these programs used for recognizing text are modular libraries which can be

Dynamically Linked Libraries, and each library holds sets of subroutines which are

concerned with the class or type of text data recognized by the library (col. 3, line 36 –

col. 4, line 55).

Pandit does not teach that the list of actions associated with the string of text are

related to purchasing a product associated with the string of text. Perkowski does teach

providing a set of information actions related to a product identified by a user in fig. 4,

fig. 6, col. 4 line 36 – col. 12 line 63. Perkowski teaches an applet providing set actions

related to an identified product to enable a user to purchase a related product in the

abstract and col. 7 lines 12-17.

B) Prior art fails to teach or suggest determining whether the product string in the

electronic document has been edited after using each of the plurality recognizer

program modules to determine whether each of the plurality of recognizer program

modules are used on the product string in the electronic document in a subsequent

instance. (see page 13 of the remarks)

In reply to argument B, Pandit teaches in col. 3, lines 11-49: the invention is

capable of recognizing accented words or strings of text, and in the event of accented

text is not recognized, i.e., the text is not of the specific type or class recognizable by

any of the libraries provided, a menu bar having a list of one or more menu names of

default operations can be made to appear such as spell-checkers, grammar-checkers, a

thesaurus, a dictionary and user can edit the text using the default operations in order

the text becomes recognizable.).

26.     Applicant's arguments filed 04/09/2007 have been fully considered but they are

not persuasive.  Please see the rejection and response to arguments above.

## *Conclusion*

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chau Nguyen whose telephone number is (571) 272-4092. The Examiner can normally be reached on Monday-Friday from 8:30 am to 5:30 pm.

If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, Heather Herndon, can be reached at (571) 272-4136.

The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306. On July 15, 2005, the Central Facsimile (FAX) Number will change from 703-872-9306 to 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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